

DEPARTMENT OF HEALTH SERVICES

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February 7, 1997

PPL 97-003



All County Medi-Cal Administrative Activities/
Targeted Case Management Coordinators and
Advisory Committee Members

GENERAL PREVENTIVE HEALTH EDUCATION PROGRAMS/CAMPAIGNS

The purpose of this letter is to remind local governmental agencies (LGAs) that outreach activities associated with general preventive health education programs/campaigns that do not contain a Medi-Cal component are not allowable Medi-Cal Administrative Activities (MAA).

In accordance with the Agreement between the Health Care Financing Administration (HCFA) and the Department of Health Services (DHS), Section III, Page 20, states that Medi-Cal outreach for purposes of Medi-Cal administrative claiming is allowable only if provided to groups or individuals targeted to two goals.

1. Bringing potential eligibles into the Medi-Cal system for the purpose of determining Medi-Cal eligibility.
2. Bringing Medi-Cal eligible people into Medi-Cal services.

Section III, Page 20, of the above Agreement also states that certain outreach activities are not considered allowable MAA under any circumstances. Some of these unallowable outreach activities are "general preventive health education programs or campaigns addressed to lifestyle changes in the general population." Examples of unallowable outreach programs or campaigns are: Drug Abuse Resistance Education (DARE), Substance Abuse Narcotics Education (SANE), general alcohol reduction programs, school-based alcohol and tobacco prevention programs directed toward the entire school population, adult smoking cessation programs, community-based dental disease prevention programs, injury prevention programs and child passenger restraint system programs. The Agreement also states that, "outreach campaigns directed toward encouraging persons to access social, educational, legal or other services not covered by Medi-Cal are not allowable."

In accordance with the HCFA and DHS Agreement, Section III, Page 21, a health education program or campaign may be allowable MAA if the cost is targeted specifically to Medi-Cal services and for Medi-Cal eligible individuals. Also, if a specific Medi-Cal health education program is included as part of a broader general health education program, the Medi-Cal portion may be allowable if the cost of the general health education program is discounted according to the Medi-Cal percentage.

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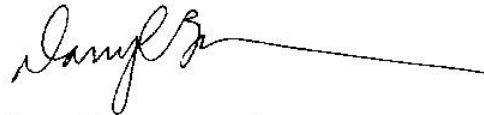
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Each LGA that intends to claim for the reimbursement of MAA must submit a claiming plan to DHS. The claiming plan must describe only those administrative activities that are allowable pursuant to the above mentioned Agreement. Consequently, outreach activities associated with general preventive health education programs/campaigns that do not contain a Medi-Cal component and described in the claiming plan will be disallowed.

If you have any questions regarding this matter, please contact the analyst assigned to your LGA.

Sincerely,

A handwritten signature in black ink, appearing to read "Darryl Nixon", followed by a long horizontal line extending to the right.

Darryl Nixon, Chief
Medi-Cal Benefits Branch

Targeted Case Management: Medi-Cal Administrative Activities: X Policy Effective Date: July 1, 1995 Policy Reference: PPL 96-015

cc: See next page.

